



ASSIA Recognized as a Red Herring 100 Global Award Finalist for 2011

*Company's Software Used to Maximize Performance of More Than 45 Million
Digital Subscriber Lines Worldwide*

REDWOOD CITY, Calif. – November 29, 2011 – ASSIA Inc., the leading provider of high-performance software tools for dynamic spectrum management (DSM) of digital subscriber line (DSL) networks, today announced that it has been selected as a candidate for Red Herring's 2011 Top 100 Global award, a prestigious recognition honoring the year's most audacious and far-reaching private technology companies and entrepreneurs across the globe.

The Red Herring editorial team selected the companies demonstrating the most innovative technologies and business models from more than 1,000 companies across more than 40 nations. These companies, representing past award winners from Red Herring Asia, Europe and North America, are judged on a range of qualitative and quantitative metrics, including, but not limited to, technology innovation, financial performance, growth criteria, management's execution standards, potential globalization of the strategy, and market share improvement.

"Technology companies are becoming the bright spot in the economic outlook based on their increasing role within macro-economic environments," stated Alex Vieux, chairman of Red Herring. "2011 has confirmed the sector's vibrant activity and its resilience to widespread economic problems. An unprecedented number of entrepreneurs are attempting to jump ahead of the competition and aspire to make a difference. Breakthroughs obsolete each other faster than ever before. ASSIA has performed exceptionally in its field and strongly deserves to be singled out as one of the Red Herring Global Finalists. At this stage, we are left with the daunting task to select the best qualified companies for the 2011 Top 100 Global award."

"ASSIA is honored to be a finalist for Red Herring's prestigious 2011 Top 100 Global award and to be recognized for advancing the driving technology and products for worldwide broadband growth," said Dr. John Cioffi, ASSIA's CEO and chairman. "The selection as finalist for this global award reflects ASSIA's focus on global DSL performance improvement, even as ASSIA technology and products manage over 80 percent of US DSLs."

The finalists are invited to present their winning strategies at the Red Herring Global Forum in Los Angeles, December 5-7, 2011. The winners will be announced at a special awards ceremony on December 7 at the event.

About ASSIA, Inc.

ASSIA Inc. is the leading provider of high-performance software tools for dynamic spectrum management of DSL networks. ASSIA's products enable DSL service providers to realize dramatic speed and reach improvements, lowering operating and capital expenses, generating incremental revenue, and opening new business opportunities in the broadband-enabled home. ASSIA has more than 45 million lines under contract worldwide with top-tier service providers and is backed by strategic investors, including AT&T, Mingly China Growth Fund, SFR Development, Sandalwood Partners, Sofinnova Partners, Stanford University, Swisscom Ventures, T-Ventures, and Telefonica. For more information, visit www.assia-inc.com.

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